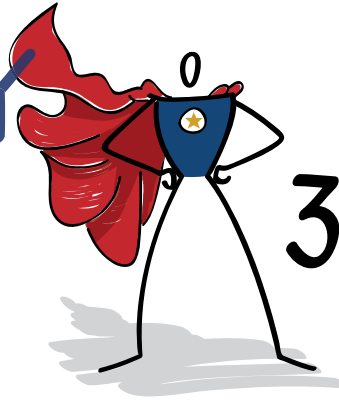
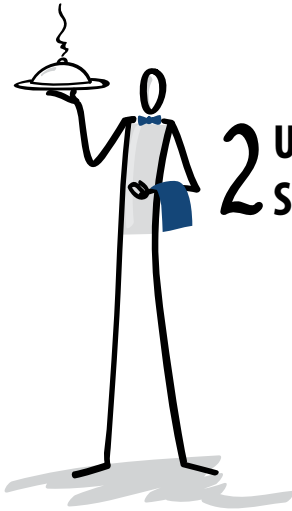


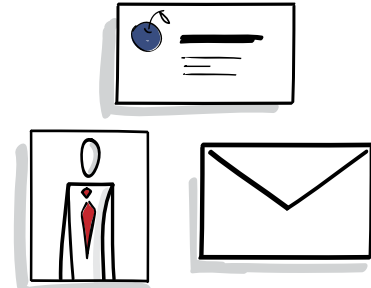
2.5 CREDIBILITY & LIKABILITY



3 BECOME A CATEGORY AUTHORITY

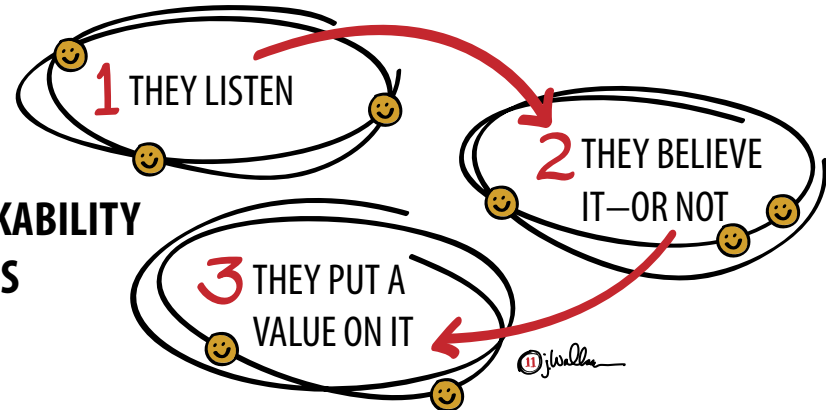


2 UPHOLD THE STANDARDS OF SERVICE



1 USE THE STANDARD CREDIBILITY BUILDERS

4 UNDERSTAND HOW LIKABILITY INFLUENCES DECISIONS



Written Exercise 5A

IDENTIFY WHAT YOU WANT TO BE KNOWN FOR

You first have to identify what you'd like to become known for within your target market. If what you want to be known for is too broad or you try to become a category authority on too many topics, you'll overwhelm yourself and confuse your target market.

Use the visual worksheet on the next page for the following exercise.

STEP 1: ASSESS YOUR EXPERTISE.

- In what areas are you currently an expert?
- Need to develop your expertise?
- How will you develop the expertise you need?

STEP 2: ASSESS THE PROMISES YOU CAN MAKE AND DELIVER.

- What promises can you make and deliver today, to your target market, that will position you as an expert?
- What promises would you like to make and deliver to your target market but don't yet feel comfortable with?
- In order to get comfortable making those promises in the future, what will you do?




STEP 3: ASSESS WHAT YOU ARE KNOWN FOR AND/OR WANT TO BE KNOWN FOR.

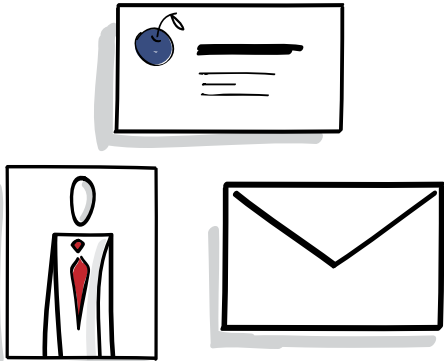
- What are you currently known for?
- What is the ONE THING you would like to be known for?
- In order to become a category authority for that one thing, what will you do? List the ways in which you could learn the things you identified.

WRITTEN EXERCISE 5A

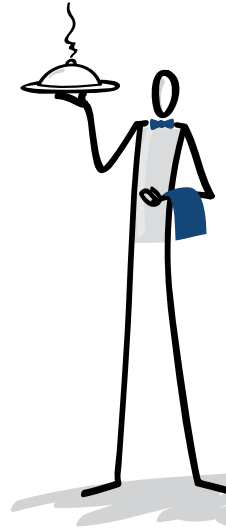
BECOME A CATEGORY AUTHORITY

DETERMINE THE ONE THING YOU WOULD LIKE TO BE KNOWN FOR
& HOW YOU WILL ESTABLISH YOURSELF AS A CATEGORY AUTHORITY

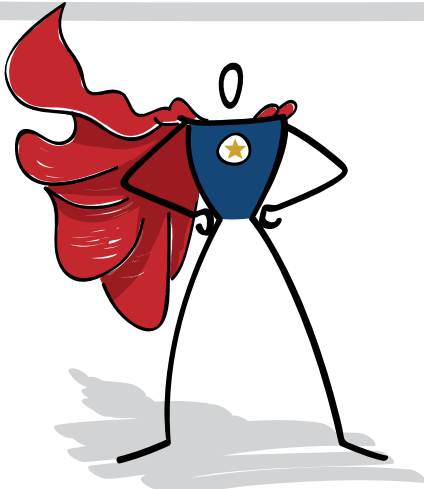
 WHERE I AM TODAY	 WHERE I WOULD LIKE TO BE	 HOW I'M GOING TO GET THERE
1 I'M CURRENTLY AN EXPERT IN THE FOLLOWING AREAS:	I NEED TO DEVELOP MYSELF IN THE FOLLOWING AREAS:	TO DEVELOP MYSELF, I WILL:
2 I CAN CURRENTLY MAKE THE FOLLOWING PROMISES THAT POSITION ME AS AN EXPERT:	I WOULD LIKE TO MAKE THE FOLLOWING PROMISES IN THE FUTURE, BUT DON'T YET FEEL COMFORTABLE:	IN ORDER TO FEEL COMFORTABLE MAKING THOSE PROMISES, I WILL:
3 I AM CURRENTLY KNOWN FOR:	THE ONE THING I WOULD LIKE TO BE KNOWN FOR IS:	IN ORDER TO BECOME A CATEGORY AUTHORITY FOR THAT ONE THING, I WILL:



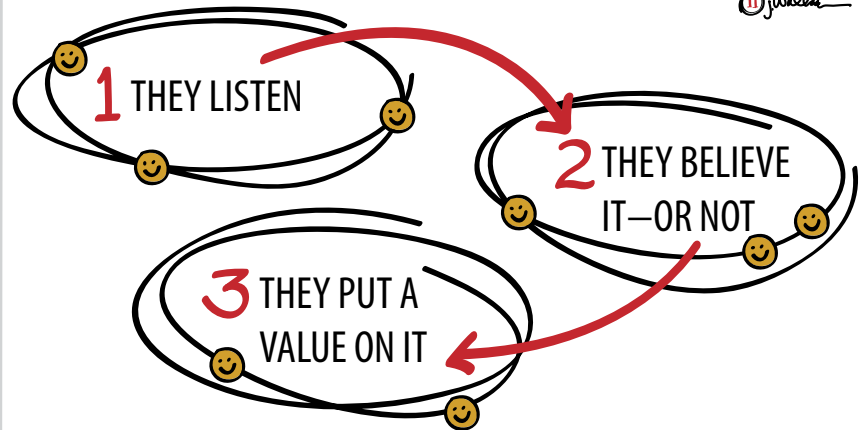
1 USE THE STANDARD CREDIBILITY BUILDERS



2 UPHOLD THE STANDARDS OF SERVICE



3 BECOME A CATEGORY AUTHORITY



4 UNDERSTAND HOW LIKABILITY INFLUENCES DECISIONS